ORDER

Orders Order / Rev: 06831873 Alt Order #: Product Desc: **BERKLEY FOR SENATE** Estimate: 30S Flight Dates: 08/28/12 - 09/03/12 Primary AE: Amy McCreary Original Date / Rev: 07/09/12 / 08/27/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: Berkley, Shelley for Senate Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	73	\$53,950.00	\$45,857.50

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$53,950.00	\$45,857.50	0.00
Totals	73	\$53,950,00	\$45 857 50	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	49%	\$53,950.00
Market	100%	\$110,102,04

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$22,020.41
KLVX	. 0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$17,616.33
KTUD	0%	\$0.00
KVVU	13%	\$14,313.27
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,202.04

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
Ī	Ξ 1	KSNV	08/28/12	08/31/12	M-F 5-6a WakeUp		5-6a	-TWTF	:30	8	\$400.001	0.00 NM	8	\$3,200.00
					M-F 5-6a WakeUp	w/Wagners								
		NEWS			·	_								
		<u>Star</u>	t Date I	End Date	Weekdays S	Spots/Week	Rate	Rating						
	W	eek; 08/2	27/12 (09/02/12	-TWTF	8	\$400.00	0.00						
-														

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KSNV

Order / Rov:

104117

Advertiser:

Berkley, Shelley for Senate

Alt Order#:

06831873

Product Desc: BERKLEY FOR SENATE

Flight Dates: 08/28/12 - 09/03/12

Estimate:	308

Ln Ch Start End	Inventory Code Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E 1 KSNV 08/28/12 08/31/12	M-F 5-6a WakeUp w/Wa@M	5-6a	~TWTF	:30 8	\$400.001	0.00 NM 8	\$3,200.00
NEWS	M-F 5-6a WakeUp w/Wagners						
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	<u>Rating</u>				
Week: 08/27/12 09/02/12	-TWTF 8	\$400.00	0.00				
E 2 KSNV 09/03/12 09/03/12	M-F 5-6a WakeUp w/Wagners	5-6a	M	:30 2	\$400.001	0.00 NM 2	\$800.00
NEWS							
Start Date End Date Week: 09/03/12 09/09/12	Weekdays Spots/Week M 2		Rating 0.00				
	M-F 6-7a WakeUp w/Wa@M	6-7a	M	:30 2	\$700.001	0.00 NM 2	\$1,400.00
NEMO	M-F 6-7a WakeUp w/Wagners						, ,
NEWS <u>Start Date</u> End Date	Weekdays Spots/Week	Rate	Rating		•		
Week: 09/03/12 09/09/12	M 2		0.00				1
E 4 KSNV 08/28/12 08/31/12		6-7a	-TWTF	:30 8	\$700.001	0.00 NM 8	\$5,600.00
NEWS	M-F 6-7a WakeUp w/Wagners						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 08/27/12 09/02/12 E 5 KSNV 09/03/12 09/03/12	Today Show CM	\$700.00 658a-9am	0.00 M	:30 1	\$1,400.001	0.00 NM 1	£ 4 400 00
	Today Show	000a-5a111	s	.30 1	φ1,400.001	0.00 NW	\$1,400.00
TODAY	W 11 0 1 AN 1	5.4	D. //				
<u>Start Date</u> <u>End Date</u> Week: 09/03/12 09/09/12	Weekdays Spots/Week M 1	<u>Rate</u> \$1,400.00	Rating 0.00				
E 6 KSNV 08/28/12 08/28/12		658a-9am	-T	:30 1	\$1,400.001	0.00 NM 1	\$1,400.00
TODAY	Today Show						
Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 08/27/12 09/02/12	-T 1	\$1,400.00	0.00				
E 7 KSNV 08/28/12 08/31/12	Noon News CM Noon News	12-1230pm	-TWTF	:30 4	\$425.001	0.00 NM 4	\$1,700.00
NEWS	140011 146443						
Start Date End Date	Weekdays Spots/Week		Rating				
Week: 08/27/12 09/02/12 E 9 KSNV 09/03/12 09/03/12	M-F Today Show II 3rd H2M	\$425,00 9-10a	0.00 M	:30 1	\$500.001	0.00 NM 1	\$500.00
	M-F Today Show II	0 100	.,	.00	φοσσ.σσ τ	0.00 (40)	Ψ300.00
NEWS Start Date End Date	Weekdays Spots/Week	Poto	Doting				
Week: 09/03/12 09/09/12	M 1	<u>Rate</u> \$500.00	<u>Rating</u> 0.00				
E 10 KSNV 08/28/12 08/31/12	· · · · · · · · · · · · · · · · · · ·	9-10a	-TWTF	:30 4	\$500.001	0.00 NM 4	\$2,000.00
NEWS	M-F Today Show II						
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating				
Week: 08/27/12 09/02/12	-TWTF 4		0.00				
E 11 KSNV 08/28/12 08/31/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	4-5pm (4:30 PM-5:0	-TWTF (0 PM)	:30 4	\$700.001	0.00 NM 4	\$2,800.00
NEWS	, ,	(- · ···,				
<u>Start Date</u> <u>End Date</u> Week: 08/27/12 09/02/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 4		Rating 0.00				
E 12 KSNV 09/03/12 09/03/12		4-5pm	M	:30 1	\$700.001	0.00 NM 1	\$700.00
	4PM NEWS (1 hour)	(4:30 PM-5:0		'	, , , , , , , , , , , , , , , , , , , ,	· · · · · · · · · · · · · · · · · · ·	
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating				
Week: 09/03/12 09/09/12	M 1		0.00				
E 13 KSNV 09/03/12 09/03/12	· · · · · · · · · · · · · · · · · · ·	4-5pm	, M	:30 1	\$700.001	0.00 NM 1	\$700.00
NEWS	4PM NEWS (1 hour)	(4:00 PM-4:3	o PIVI)				
Start Date End Date	Weekdays Spots/Week		Rating				
Week: 09/03/12 09/09/12 E 14 KSNV 08/28/12 08/31/12	M 1	\$700.00	0.00	.20	<u> </u>	0.00 151	AC 222 55
E 14 NOINY U0/20/12 U8/31/12	СМ	4-5pm	-TWTF	:30 4	\$700.001	0.00 NM 4	\$2,800.00

Print Date: 08/28/12 08:31:37 F

KSNV

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Order / Rev:

104117

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06831873

08/28/12 - 09/03/12

831873

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	oots Rate Pr	Rtg Type Spot	s	Amount
			4PM NEWS (1 h	,	(4:00 PM-4:30	0 PM)					
NEWS				,	•	•			_		
Week: 08		End Date 09/02/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00					
E 15 KSNV	08/28/1	2 08/31/12	M-F Early News	CM	5-630p	-TWTF	:30	4 \$1,000.001	0.00 NM	4	\$4,000.00
NEWS			M-F Early News								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		09/02/12	-TWTF		\$1,000.00	0.00					
			M-F Early News	CM	5-630p	M	:30	1 \$1,000.001	0.00 NM	1	\$1,000.00
			M-F Early News						0.00 1	•	Ψ,,000.00
NEWS											
-	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09		09/09/12	M	1		0.00					
E 17 KSNV	09/02/1	2 09/02/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	S	:30	1 \$375.001	0.00 NM	1	\$375.00
VEGAS	INC		vegas IIIc.						1		
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08	/27/12	09/02/12	S	1	\$375.00	0.00					
E 18 KSNV	08/31/1	2 08/31/12	Face to Face w/ I	RalstonCM	730-758pm	F	:30	1 \$800.001	0.00 NM	1	\$800.00
EAGE			Face to Face w/	J.Ralston							
FACE	ert Data	End Date	Wookdovo	Cnoto Malack	Dete	Datina					
<u>اه.</u> Week: 08	art Date /27/12	End Date 09/02/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00					
E 19 KSNV			•	RalstonCM	730-758pm	M	:30	1 \$800.001	0.00 NM	1	\$800.00
L TO TROTT	00,00,1	E 00/00/12	Face to Face w/		roo roopin	1.1	.50	1 ψουσ.σσ1	0.00 14141	'	\$600.00
FACE											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09		09/09/12	M	1	\$800,00	0.00					
E 20 KSNV	09/03/1	2 09/03/12	•	CM	630-730pm	M	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00
WH/JE	P		M-F Jeopardy/W	neel or Foltun	е						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating			i i		
Week: 09		09/09/12	M		\$1,000.00	0.00					
E 21 KSNV	08/28/1	2 08/31/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF	:30	8 \$1,000.001	0.00 NM	8	\$8,000.00
	_	•	M-F Jeopardy/W	heel of Fortun	e						
WH/JE		F1 D-4-	Mara Lalana	0. (65)	5.	5 "					
508 Week: 08	art Date	End Date 09/02/12	<u>Weekdays</u> -TWTF	Spots/Week		Rating 0,00					
	*****		Sa-Su News 3 at		\$1,000.00 11pm-1135p		:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
L.ZZ NOIV	09/01/1	2 03/02/12	Sa-Su News 3 at		ттрш-ттоор		.30	2 \$1,100.001	U.OO INIM	2	\$2,200.00
NEWS											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>					
Week: 08		09/02/12	SS		\$1,100.00	0.00					
E 23 KSNV	08/28/1	12 08/31/12	M-F News 3 at El		11pm-1135p	m -TWTF	:30	4 \$1,100.001	0.00° NM	4	\$4,400.00
NEWS			M-F News 3 at E	ieven							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08		09/02/12	-TWTF	•	\$1,100.00	0.00					
E 24 KSNV	09/03/1	2 09/03/12	M-F News 3 at E	even CM	11pm-1135p	m M	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
			M-F News 3 at E	leven							
NEWS											
	art Date	<u>End Date</u> 09/09/12	<u>Weekdays</u> M	Spots/Week		Rating					
Week: 09 E 25 KSNV					\$1,100.00 Sup 1135p.1	0.00 200aS	.20	4 0000 000	0.00 NA	,	# 000 00
L AU NOIN	USIUZI	IE UUIUZIIZ	Sports Night in L	-	oun moop-1	400a5	:30	1 \$200.002	0.00 NM	Т	\$200.00
SPORT	S NIGH	Γ	Special regiment								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>			l		
Week: 08		09/02/12		1	\$200.00	0.00		<u> </u>			
E 26 KSNV	09/01/1	12 09/01/12		CM	7a-9am	S-	:30	2 \$625.001	0.00 NM	2	\$1,250,00

Print Date: 08/28/12 08:31:37

Totals

73

\$53,950.00

KSNV

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BERKLEY FOR SENATE

Product Desc:

Flight Dates: 08/28/12 - 09/03/12 Estimate: 30S

Alt Order #:

06831873

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Saturday Today Saturday Today SAT TODAY End Date Start Date <u>Weekdays</u> Spots/Week Rating <u>Rate</u> Week: 08/27/12 09/02/12 ----S-\$625.00 0.00 N27 KSNV 08/28/12 08/31/12 The Tonight Show CM 1135p-1237a -TWTF--:30 \$425.001 0.00 NM \$425.00 Tonight Show **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating -TWTF--Week: 08/27/12 09/02/12 \$425.00 0.00 N28 KSNV 08/28/12 08/30/12 Face to Face in PRIME CM 8-11pm -TWT---:30 3 \$800.001 0.00 NM 3 \$2,400.00 Face to Face in PRIME FACE End Date Start Date Weekdays Spots/Week Rating Rate -TWT----Week: 08/27/12 09/02/12 \$800.00 0.00